



T H E

NEW

FILLMORE

Volume 1

Number 3

July 1986



- ▶ 2000 Post
- ▶ Fine fish story
- ▶ Full Fillmore Fall fashion round-up

Fillmore & Pacific Heights Merchants Consider Joint Fair

A breakfast meeting involving merchants from both the Pacific Heights Merchants and Property Owners Association and The Fillmore Merchants and Improvement Association was held Thursday, June 26, at the Pacific Heights Bar and Grill to discuss the possibility of a jointly sponsored street fair on Saturday October 25, the fourth Saturday in October, the day of the year when the Pacific Heights Merchants group usually has a fair of its own.

The Pacific Heights Merchants have their stores from Broadway to California, and the Fillmore Merchants run from California theoretically all the way to Fulton, although in fact there is only one member south of O'Farrell. The Pacific Heights Merchants have held a modest street fair on the fourth Saturday of October for the last several years, and while there has been some half hearted attempts in years past for the Fillmore Merchants to join in, the June 26 meeting is apparently the first serious attempt by the two groups to do something jointly.

Parking news:

the adventure continues...

Representatives of Wells Fargo Bank and Time Savings both ducked calls from The New Fillmore as to whether or not there had been a change or clarification of policy about their employees parking in front of their premises and feeding meters all day long, as reported in last month's paper.

Meanwhile, if the campaign to get lending institutions and other merchants to get their employees to park at the Fillmore garage at Geary and Fillmore and walk to work is flailing, Sean Teters of the Fillmore Merchants is trying to work out a plan whereby it will at least be easier for out-of-area customers to do so. Teters after some doing has finally secured the agreement in principal of the city's parking authority to allow for validated customer parking at that garage. The precedent for validated parking has already been set by the Burger King operation at Post and Sutter, and this has opened the way for the other merchants to get the city's permission for the plan. The plan will have to be operated by the merchants.

Errata and all thata

The New Fillmore made two goofs in last month's issue which were serious enough to be drawn to our attention, or noticed by us after it was too late to do anything about it. In the former catagory we incorrectly reported that The Pacific Heights Residence Association was denied an historical grant by the city. Denied a grant they were, but not by the city, but by the state. It was the state department of parks and recreation, that turned down the grant, and we had taken it to be the city department of parks and recreation. In the latter catagory we left off the photo credit for the cover photo on last month's issue. The photo was taken by Suzanne Parker, a professional photographer who lives in the neighborhood. We didn't forget this month's photo credit, however. It was taken by New Fillmore publisher David Ish, and this is all the credit he is going to get.

A number of different options were considered at the meeting, including getting the city to close off the street and hiring a high-powered PR type to bring in outside artists and craftsman, Union Street style, to set up booths in the middle of the street. More modest proposals included a food fair, modeled somewhat after the International Food Fair held every year in New York City, but apparently based on the ethnic variety of food already available here in the neighborhood.

No conclusions were reached, and the next meeting on the matter is now scheduled for Tuesday, July 15.

Letters to the Editor

Dear Editor,
Congratulations on The New Fillmore! I drop everything and read it the moment it arrives. I was particularly interested in your exposition on "what parking problem" last issue. If you accept being able to park within two or three blocks of your destination as no problem, I suppose I'd agree that there isn't one. During the day. But after dark, that's too far away, especially if the golden parking space is off toward Japan Center.

As I think about it, the issue really isn't parking, but safety. Having been more or less run to ground in a liquor store with about five other women one weekday evening by the walking manifestation of an obscene phone call, I'm not anxious to walk more than about 20 feet in the district after dark. (Okay, 40 feet.) While I've been assured by healthy, six-foot-tall men that the flashing and yelling "probably weren't dangerous," I have no wish to test the thesis. I concede that the gentleman pursuing those activities was not flashing and yelling at six-foot-tall men and, indeed, posed no danger to them at all. I am, however, a five-foot-six-inch female, with no wish to put my non-victim attitude to the test. (I am sure I'd survive, perhaps even triumph in a mugging, but I've never gotten the proper pleasure from Pyrrhic victories.) So I make myself scarce on Fillmore after dark unless: a) I am accompanied by a man no one (no matter how crazed) would mess with, b) the business I'm patronizing provides valet or nearby parking, or c) I'm with another woman, near to parking, in the most bustling section of the district and not too late.

Obviously, I've figured out mechanisms (as most women do) to insure my safety without unduly restricting my movements. But clearly, there are women who aren't willing to go to that effort just to patronize Fillmore merchants, restaurants and bars. Perhaps an organizing effort by your friends at SAFE is in order to teach the businesspeople on Fillmore how to improve the safety of the area for the benefit of their patrons.

Youwana WANA News?

Wana Airs Downwind Threat from UC Lab

The Western Addition Neighborhood Association granted a last minute request by representatives of two neighboring community groups at the June 25 meeting, to inform Fillmore area residents about potential health hazards resulting from the disposal of toxic wastes, carcinogens and radioactive materials, should the proposed UCSF-Laurel Heights facility become operational and conduct planned research into toxicology.

Margaret Verges of the Presidio Heights Concerned Citizens Association and Kathy
Continued on page 16

People tend to patronize establishments that seem most attuned to their needs. On Fillmore, safety is probably an excellent place to start.

Teri Buchanan

Dear Editor,
Your article on parking offered a refreshing change from the viewpoint of the city's other papers, which seem to insist that the best solution to the parking problem is to stop giving tickets. Reporter Goldsborough makes it clear that this approach is not working on Fillmore Street: employees are grabbing the most convenient spaces and staying all day by feeding the meters.

It seems to me that the only way to prevent this illegal practice is to increase parking enforcement. Unfortunately, the city seems uninterested in doing this.

Jerry Robbins

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THE NEW FILLMORE

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warmly invite letters to the editor, articles, fiction, poetry, and notions. All submissions, whether real or imagined, must be either about something happening in the neighborhood, (or at least partially set in the neighborhood if it's fiction) or written by someone living here.

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INSIGHT -- THE FILLMORE by Anne Coffelt

The Fillmore has changed. From horses and buggies, romantic couples riding bicycles built for two, carriages, wagons hauling vegetables and ice, to trolley cars, black marias, limousines and hansom cabs, on to Packards, Edsels, DeSotos and Cadillacs, and now today's VW's, Jaguars, Turbo Saabs and Yellow Cabs. Has parking always been a problem in the Fillmore? Probably. And 1986 is no different, circling the block, revolution upon revolution, parking... traffic... tickets...and more tickets !!!

This month we asked a cross-section of local residents and visitors their views on parking in the Fillmore. But first a correction from last month's column which coincidentally illustrates this transportational evolution.

Doris Morimoto

Holding a photo of her father with the vehicle he used for deliveries from his dry-cleaning business: (formerly California St. Cleaning and Dyeing Works, today, Brentwood Cleaners.) By error, we stated he had a horse and buggy business. We apologize and stand corrected.



Michael Willis, Architect

Iris Alberts,
Psychiatric Social Worker
(Portola Residents)



Where did you park today? Michael: "Actually, I parked a couple places, on the other side of Geary to get a haircut at the 'New Chicago,' where I released my wife to go wandering and then I came up here and parked a few blocks away. Was it hard finding a place to park? "It always is. The only neighborhood that I've been driven away from in total defeat is Clement. This one, I simply rate as hard to park. For one, we are not afraid of walking, so we can park far away. We also use the hospital parking garage, especially at night, when we come to see a film."

Rhonda Abrams

Consultant
(Fillmore and Bush)

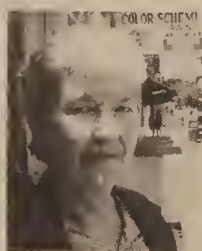


How many times a week do you get really frustrated trying to park?

"A lot, but I think with a minimal amount of additional regulations, especially on new residential buildings, requiring them to provide parking for both residents and visitors alike as well as insisting that business changeovers provide parking, for their customers, this would help to alleviate congestion for the residents. One additional problem is that the streets are cleaned in a way that makes it difficult to park overnight. Maybe Fillmore street doesn't need to be cleaned twice a week, perhaps a little less often would relieve some of the parking problems."

Mary Scherer,

MSW, Social Worker / In transition;
Member of Mayor's Office
of Child Care Intergenerational Committee;
Lector, St. Dominic's Church
(Washington at Divisadero)



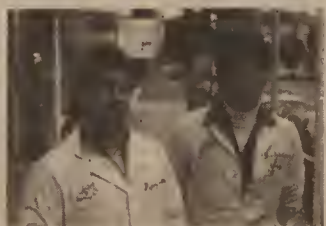
"My VW of 19 years is no longer with me, but I remember well the difficulties of parking and the boredom of gas stations. I miss the car but there are tradeoffs. I like walking and this is an interesting neighborhood. Being without a car I take the time to walk. Although when I had my car, I found the parking garages in the neighborhood to be of great help."

(L. to R.)-

Gregg Cohen

& Robert Wiggins

Flying Dutchman Valet Service



How do you manage to find parking in an already crowded neighborhood? Robert: By keeping a car here in the driveway for no longer than five minutes until a spot opens up, and I just put it in that spot. Then I'll bring a car that's far away and put it in the driveway till I get every spot on the street. Do residents get upset by the fact that you are taking their parking spaces? "Yeah until it's their party and they want us there, then they love us."

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As regular readers of this advertisement are by now aware, single malt scotch whiskies are made from grains which are malted by soaking the grain until it sprouts, then drying it out, creating a malt that imparts a richer and more distinctive flavor to the final product than an ordinary grain. What happens next in the process of making a single malt scotch whisky is the process of distillation itself. To be prepared for distillation the malt is aged for six weeks, then mashed and combined with water and then fermented with yeast to make a foamy beer, called a wash. The wash is drawn off to be double distilled until a pure spirit is produced for aging.

The temperature of a still, its volume, its shape, the rate at which it cooks the wash and even the way it is fired are all thought to be significant factors in determining the quality of the scotch whisky, and it is known that there are indeed striking differences between the product of one still and another. As the use of peat as the source of fire may contribute to the smokey taste of a scotch, the use of different stills may contribute to the relative smoothness or bite in the Scotch, such as the big bite in Linkwood, Bi-Rites single malt of the month:

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FILLMORE AT CALIFORNIA



Clinton Chevron's Car Care Tips

Jane Clinton

KEEPING COOL

Cooling system failure is the third most common cause of highway breakdown and can be the most damaging to your car's engine. Ideally, you should make a quick visual check of your cooling system every time you raise the hood. A thorough check should be made every three or four months.

WHAT TO CHECK FOR--

HOSES - There are five--upper and lower radiator hoses, intake and outlet heater hoses, and on some cars a radiator bypass hose. Check for seepage of coolant, especially around the ends of hoses. Look for places where hoses may be rubbing against parts of the engine or body. Check for flexibility.

WATER PUMP - Look for moisture behind the fan pulley. Wiggle fan blades. There should be no lateral movement in the blades or pulley.

FREEZE PLUG - Check for tell-tale signs of rusty coolant seeping from edge of plug.

HEATER CONTROL VALVES - Check valves carefully for leaks, especially near hose connections.

RADIATOR - Check water level; look for signs of seepage on the front and rear finned area. Clean front surface of radiator.

PRESSURE CAP - Look for rust and cracked rubber seal.

PET COCK - Check for leakage around connections.

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SOME NEVER-DO's

Never remove radiator cap when engine is hot. Allow to cool 15 to 20 minutes. Never add cold water to hot radiator. After allowing to cool for 15 to 20 minutes, start engine and then add water.

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Neighborhood fine arts photographer Gary Suglyama took this fabulous photo from Alta Plaza park of a full moon rising on the evening of Summer Solstice -- the longest day of the year. A full moon coincides with summer solstice only once every 30 years or so.

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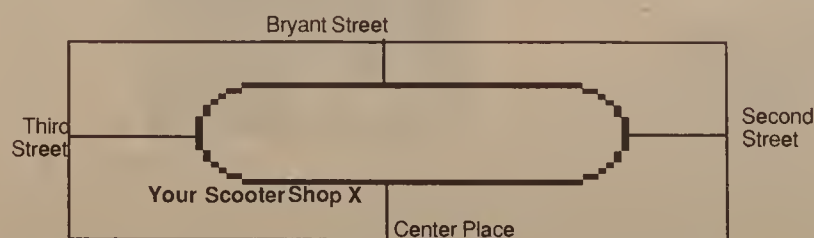
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Major apartment complex opens doors here

The second major apartment complex to be built in San Francisco in the last ten years, a four-story building with over 300 apartments, is going up right now in most of the block from Steiner to Pierce and Sutter to Post, on the site of the old Winterland dance hall. Applications are already being taken for the first 92 units, 52 of which will be ready for occupancy in August and 40 in September.

Traditional San Francisco comforts like working wood-burning fireplaces and bay windows have been combined with lush wall-to-wall carpeting and modern conveniences such as dishwashers and microwave ovens in an effort to attract tenants with a package that offers the best of both the old and the new. Further amenities for the complex, still under construction, are courtyards, landscaped deck areas, a swimming pool, sauna, a panoply of exercise equipment and an aerobics area. There are also seven or eight retail spaces for let on the Sutter Street street side of the complex, which will presumably fill in with basic retail convenience stores such as cleaners and deli's and in fact, a cleaner is already reported as signed up.

Aimed at mirroring the mostly singles-and-small family San Francisco populace, the 304 unit complex when completed in the fall of 1987 will be comprised of 142 studios, 105 one bedrooms, and 57 two bedroom apartments. Even the two bedroom apartments seem designed more for shared rentals than for traditional small families. Each bedroom in the two bedroom apartments has its own bathroom, which lies at the far end of a walk-in closet/dressing room. Studios average 461 to 692 square feet, one-bedrooms 581 to 916



2000 Post as seen from the corner of Sutter and Pierce. 92 units of the 304 unit apartment complex will become available for occupancy in August and September.

square feet and two-bedrooms 878 to 1087 square feet.

Rentals will range around \$775 to \$845 for studios, \$895 to \$995 for one-bedrooms, (with a couple of giant size corner one-bedrooms running \$1050 to \$1200,) and \$1250 to \$1445 for two-bedroom units. The rental prices tend to reflect the high costs of new construction. In an urban area such as San Francisco, which has union carpenters at approximately \$36 an hour contributing to the high cost of labor, and heavy-duty seismic requirements to 'Get Ready for the Big One' contributing to the high cost of materials.

But construction costs alone have not been the only determining factor in the pricing of the units. Market levels have also been a significant contributing factor in establishing the value of the apartments. It may even be said that market levels have been responsible for the project being started in the first place. The last big apartment construction boom nationwide was over 10 years ago and San Francisco, squeezing developers with both high construction costs on the one hand and rent control on the other, has offered little in the way of incentives for builders to construct any major apartment buildings. While the rent control measure passed in 1979 specifically exempted new buildings such as the 2000 Post Street complex from rent control restrictions, the overall effect of the ordinance nonetheless was such that it depressed overall market prices and increased the amount of time it took for market levels to rise to a point where they would support new supply coming on stream.

Another significant contributing factor to the project's development has been a 20% set-aside for moderate income housing which has enabled the project to be financed through the floating of tax-free municipal bonds. Under federal law, developers can gain access to the municipal bond market for financing if one fifth of their project is dedicated to providing housing for people with low or moderate income. The municipality in whose name the bonds are issued must approve the plan, as The City did in the case of the 2000 Post Street project. A number of different proposals had been brought forward to The City regarding the site, owned by a condominium developer who had let his permit lapse. The City ultimately gave the nod to the Klingbeil company, a San Francisco based developer with a depth of experience in the economics of building apartments as opposed to condos. Don't rush over to 2000 Post however with the hope of getting one of the coveted below-market units; there's a waiting list of over 500 applicants for the 18 units which will become available in August and September, and Klingbeil's property manager, Landa Gee, says the company is already hard pressed to select 18 applicants from among the 500. "But," she says, "we are determined to be as fair as we can, and to mirror the populace of the city."

Just as the Klingbeil company seems determined to mirror the San Francisco populace in its selection of moderate income housing applicants, the architects for the project, Backen, Arrigoni & Ross, seemed to have been equally determined to have the project mirror or at least complement the surrounding residential neighborhood. Cedar shingles were selected to cover the outside of the four-story building because, amongst other reasons, they provided a very residential feeling to the facade.

"This is contextual architecture," said Bruce Ross, the senior partner of the architectural firm which has also done Robert Redford's Sundance Resort and George Lucas's Skywalker Ranch. "It's meant to fit into the context of the environment it was built for. The building is not a monument, and shouldn't look like one. No building is as important as a city. This is a residential building, albeit a large one, in a residential neighborhood. It should look residential."

The building has indeed taken on that appearance. While the exteriors are in fact a series of wide, horizontal areas that could be massive and overpowering, they are broken up visually by bays and recesses that help suggest the appearance of a series of connected vertical dwelling units much like the ones which surround them.

There is variety as well within the vertical elements which face the street, with some bay

Continued on page 8



Apartment interiors offer everything from the comfort of a wood burning fireplace to the convenience of microwave ovens hung over an electric range.



Artist's rendering of the block-long Post Street side of the 2000 Post Street apartment complex between Steiner and Pierce. Notice the symmetry of the two major elements of the building on either side of the auto courtyard in the center. The complex has been articulated with bays and recesses to increase the play of

light and shadow and give a sense of verticality to what is in fact a large horizontal mass. Cedar shingles have also been used as the facade to both increase the sense of texture and give the building a residential feel that allows it to blend in with its neighbors.

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Crime Watch

by Officer
B. Vigil
(Northern
Station.)

From May 23 to June 24 from Geary to Vallejo and Steiner and Van Ness, which is that part of our neighborhood covered by Northern Station, there were 193 reported crimes, which consisted of 66 thefts, 17 of which were auto thefts, 21 burglaries, ten assaults, and 90 miscellaneous crimes.

From Steiner to Presideo and Geary to Broadway, which is that part of our neighborhood covered by Park Station, Officer Mike Gannon reports that from June 1 to June 24 there were 14 thefts including 3 auto thefts, 6 assaults, 5 burglaries, 3 robberies, and 47 other incidents.

There were no rapes or homicides in our neighborhood during the reporting period, but crime overall is up somewhat, reflecting the general increase in crime that tends to occur during the summer months. Our miscellaneous category, which includes both domestic incidents and juvenile incidents like graffiti, tends to show that "school is out."

Some of the more serious crimes in our neighborhood during the reporting period include the following:

June 3, 5 am at 1801 Laguna. A 25 year old man was awakened by footsteps, went into the kitchen and saw a man suddenly run out of his house down the rear stairway and onto the street. The amount of loss was unknown, and there were no injuries.

June 19 at 8:15 pm. at Sutter and Franklin. A

woman standing on the corner was approached from behind by a man who grabbed hold of her purse and pulled it away from her, causing her to fall. The thief fled on foot south on Franklin Street. The woman lost \$470 and sustained abrasions to her right arm and a cut on her nose.

Tips for Safety:

Reducing burglary risk

Remember that approximately a third of all burglaries occur because either a window or a door has been left open. If you're someone who habitually leaves either doors or windows open you can reduce your chances of being burglarized by a third if you can change your habits and become someone who makes a habit of always locking your doors and windows. Lighting also helps reduce your risk of a break-in. A well lit building will seldom be the scene of a burglary, so during the night hours you should keep both the interior and exterior of your business or residence well illuminated if you're not at home.

When on the street alone...

When you're out walking on the street alone, be wary of anyone who approaches you asking for a light or directions. If you're giving directions or other information to someone, attempt to do so at a safe distance.

If being followed:

If you feel that someone is following you, don't hesitate to knock on the nearest door to a building or residence. If someone is following you at night go to the nearest stairwell that is lighted and knock on the door.



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Missouri-Bred Chef Serves Up A Fine Kettle of Fish

Even if it took him a while to get there, Lonnie Williams, a midwest born-and-raised master of seafood cookery seems to have finally arrived at the right place at the right time--as head chef at The Pacific Heights Bar & Grill, just as dedicated restaurant goers are finding gourmet fish fare much to their liking.

It is ironic that this blackbelt of coastal cookery came from the midwest, hardly known as a homeland for fish chefs. But, like many chefs before him, he's paid his dues, and now both he and the restaurant are reaping the benefits in the form of a growing list of satisfied customers. Even Monday nights have turned from blues to gold. Food news travels fast.

Lonnie, handsome and articulate, was born in St. Louis. Since both of his parents worked he found himself cooking for his family at the tender age of nine. Nothing fancy at first, but the family quickly took a liking to his cooking. He began experimenting with different kinds of dishes, further developing his skills. Soups and sandwiches soon grew into full course meals.

Years later, at the University of Missouri, he studied to be a nutritionist, and after college worked in hospital kitchens making dishes for restricted diets as palatable as possible. But he soon became bored with institutional cooking, and determined to become a chef in a restaurant that would provide him a creative range for his efforts.

Breaking loose of the confines of institutional life, Lonnie went to work in various St. Louis restaurants, either as a bartender or waiter, in places with such evocative names as the Old St. Louis Noodle and Pizza Company. After a couple of years, he gained his first experience as a restaurant cook in The Leather Bottle, a trendy St. Louis steak and seafood emporium.

Then, longing to see more of America than St. Louis, Lonnie headed west--and stopped in San Francisco. That was in 1977. He landed his first job in San Francisco at Scott's famous seafood house--but as a waiter. "I didn't tell them that I had been a cook in St. Louis and really wanted to be a chef. They were hiring waiters at Scott's and that was fine because I was looking for a job--fast."

While at Scott's, Lonnie heard about the California Culinary Academy and its excellent reputation. He thought seriously about leaving Scott's to go to the Academy, but didn't have the money saved. So, after two years of the taste of San Francisco, he moved on to see more of America in Denver.

In Denver, things came more sharply into focus. He worked in several good restaurants as a waiter and did some catering on the side which allowed him to save up enough money to come back to San Francisco, this time to stay. He returned to Scott's, not as a waiter, but as a night prep cook, which allowed him to attend the California Culinary Academy during the day. Scott's swiftly promoted him to a line cook, and his career rose quickly after that. He was hired as a line cook at Pacific Heights Bar & Grill by owners Susan and Craig Bashel and Jan Young in November 1984 and proved to be so good that when the head chef left in January of 1985 he was given the toque hat. It fit perfectly.

Lonnie has a calm personality and he needs it, because he's a very busy man. The restaurant is open for lunch and dinner every day and Sundays for brunch and dinner.

Besides presiding over the largely grilled-fish menu, Lonnie also oversees the restaurant's fabulous shellfish bar, which offers the widest



Pacific Heights Bar & Grill Chef Lonnie Williams in his favorite domain.

selection of fresh oysters on the West Coast--some 10 to 14 different choices every day depending on the season. Clams and mussels also appear on the menu in various guises and with wonderful sauces.

Lonnie lauds oysters, now a year-round treat, as virtually all of the oysters consumed today are farmed. Oyster farming, surprisingly, is not a new idea. Lonnie points out that the ancient Greeks 'had a word for it' ("ostreon," relating to hard shell and bone), and were also the first to begin oyster farming. The Romans picked up the oyster habit from the Greeks and enjoyed oysters at orgies as well as more constrained social events. Lonnie notes that two of the great lovers in the world, Henry VIII and Casanova, both ate enormous quantities of oysters, but adds that Pacific Heights Bar and Grill can only serve the oysters--it offers no guarantees for your social life.

On a typical day, Lonnie says, the restaurant offers a selection of oysters from the Pacific, Eastern and Gulf Coast waters. Pacific Coast Oysters include Willapa Bay, Olympias, Kumamotos and Portuguese, Eastern Oysters include Chincoteagues, Bluepoints, Belons, (originally from France), Chesapeake and James River. Gulf oysters include the popular Appalachicolos, Black Bays and Emerald Points. Lonnie is also beginning to offer some cooked oyster specialties like oyster fritters. (See recipe this page.)

Meanwhile, back on the range, Lonnie has some pointers for grill-it-at-home chefs.

"It's very easy to overcook fish on the grill. Remember, a fish will cook for at least two minutes after it's removed from the fire. Light fish without a bone will cook faster than denser fish with bone in. Most fish will cook in from two to five minutes and it is no loss of face to take a thin paring knife and open a little cut in the thickest part of the fish to test for doneness. Marinating the fish in light olive oil and spices before grilling will also help keep the fish from drying out."

At the restaurant, Lonnie offers several fish sauces to accompany the dishes--one might be a light, cream-based sauce, one a lighter relish, or a compound butter. Diners can choose any combination of sauces.

In addition to the dishes he makes at the restaurant, Lonnie relishes simple, country-style fare like stews, yet also loves the elegance and simplicity of Italian cuisine. And he is an exquisite lover of deserts, specifically those of the chocolate persuasion, a self-confessed "chocaholic."

Lonnie's come a long way from St. Louie, but retains a solid, staple, man-from-Missouri cooking philosophy. When asked what really counts when it comes to cooking, his answer was as snappy as a crisp bean. "Food should be very tasty, very fresh, simply prepared, and you should get enough to eat."

--Ed Schwartz.

Ed Schwartz is a San Francisco food and restaurant critic whose articles have appeared in the Los Angeles Times.

Lonnie's Favorite Fresh Oyster & Corn Fritters

15 Oysters (shucked, drained, chopped)
Sweet butter for cooking
1 C. milk
1/2 C. cream
1 egg
1 egg yolk
2 T. flat beer
1 C. flour
1 C. corn kernels (fresh)
1 small red bell pepper roasted & diced fine *
1 t. nutmeg
Pinch of cayenne pepper

*To roast pepper, blacken skin of pepper directly on gas burner. Cover in a closed container to steam. Rinse to remove blackened skin.

Whisk together milk, cream, eggs, and beer. Sift in flour and spices, then stir in corn and peppers.

Heat butter in skillet until hot. Cook 3-4 fritters at a time, pouring 1/4 C. of batter for each one. Cook 2-3 min, or until bubbles begin to form.

Sprinkle 1 T. of the chopped oyster on each fritter. Turn and cook 2-3 more minutes. Keep warm in a warm oven until all fritters are cooked. Serve with a spicy mayonnaise or remoulade.

2000 Post

(Continued from page 5)

areas rising higher than others and the corner bays foreshortened on the third floor to provide a deck for the fourth floor occupants.

While the building's major elements are symmetrical, the variety of height and recess within those elements provides a balance which is not at all monotonous. This is most

important on the building's Post Street side, where the complex occupies the entire length of one of the longest blocks in San Francisco, and could indeed even at four stories prove to be overpowering.

A red brick Baptist church and an adjacent wood frame retirement home on Sutter Street remain as the only two other buildings on the entire city block not occupied by the complex, and their continuing presence present interesting design constraints which in turn lead to some architectural innovations.

"If you have a whole block, such as this nearly was, to work with," Ross said, "what you normally do is create a doughnut with the building on the outside and a single central courtyard. But the church came too far into the center of the block to allow for this solution. So what we did was to create two smaller courtyards on either side of the church, and across from the church create an auto courtyard, which is an open space that faces the street rather than the center of the building." The open space of the auto court also serves as a break between the two symmetrical elements on the Post Street side of the building.

The auto court leads into the three-level underground garage, which will be completed in advance of most of the building, and for the year or so until the project is completed will provide at least some temporary relief to the neighborhood's parking problems. Klingbeil intends to make the space available to the public as commercial parking, until the project is completed.

The section of the project on the corner of Sutter and Pierce, which holds 52 units, is now complete, and the section of the complex on the corner of Sutter and Steiner, which accounts for 40 units, will be finished by September. The much larger section, from half-way down Steiner and Pierce and the length of Post, accounts for the remaining 212 units

scheduled for completion in the fall of next year.

The complex is being built by U.C. Construction, who are hardly newcomers to the area. They have recently built the Amelia at Sutter and Fillmore, the 1805 Fillmore project across the street from the Amelia, and the Sutter Park West condominiums on Sutter between Fillmore and Steiner.

--David Ish

David Ish is Editor and Publisher of The New Fillmore, and when he can't get anybody else to do it he also writes the lead articles.

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Looking Good



by
Elana
Laub

Exfoliation is not a dirty word--it means sloughing off dead skin. From the moment you're born, your skin is constantly renewing itself. Old cells die off and new ones replace them. When we're young, this happens quite quickly--that's why children's skin always seems to glow. As we age, the process slows; old cells cling, causing our skin to look dull.

Men have been exfoliating for years--by shaving--and that is why their skin usually looks better than that of women the same age (the rats!). You can help your skin to renew itself faster by simply using a facial scrub. Not only do you get rid of those old, dead and dulling cells, but you get a deep-cleaning, quick and stimulating massage.

I have used a facial scrub consistently every other day for the past five years. Prior to that, I would use it when I remembered I had it...maybe once or twice a year! Using a facial scrub consistently has really paid off--I rarely break out now or get blackheads. And often, I'm actually complimented on my skin.

There are many types of facial scrubs on the market, ranging from a very fine grain to the equivalent of ground glass. Stay away from the latter--you can do yourself more harm than good. I use Aloegen's Papaya Scrub Exfoliante because it has the finest grain and is a natural product. It's good for most types of skin, even the most sensitive. For mature skin, I recommend Anita of

Denmark: she makes a gentle moisturizing scrub.

If you keep your facial scrub in the shower, you'll be more apt to use it and you won't make a mess. To save time, use it while your hair conditioner is on. Apply the scrub to your face with wet fingers in a gently upward circular motion, avoiding the eye area, but including the lips. This removes the dry skin, softens the lips, and delays those little lines that form around the mouth. Then, use what scrub is left on your fingers for your hands, rubbing them together. This feels great, plus your hands become smoother and need less moisturizing lotion. A great time to apply a masque--at least once or twice a week--is right after a facial scrub.

The skin on your body is much tougher than that on your face, so you can slough off the dead skin every day. There are body scrubs available--Rachel Perry makes one and so does Aloegen, and both are a treat. But, when you're in a hurry, I find the Buf-Bodymate or Riffi's massage mitt more efficient. Both are synthetic and therefore do not grow bacteria. And, as compared to a washcloth, they do not need to be laundered. Just rinse them out and let dry. Use them with a liquid wash, such as Nature's Gate Bath Moods, which is ph-balanced. One squirt will do your whole body. It's a good idea to get out from under the water for a few minutes while you lather up--this will correct the ph-balance of your skin. When you rinse off, feel your skin. It will feel like you've already put lotion on.

Getting down to the feet: there are many ways to smooth out the rough spots on your feet, such as pumice graders, sandpaper paddles, and liquid dry skin removers. The best method I've found was recommended to me by a manicurist who specializes in pedicures. It's called Fot Fil. It originated in Sweden and is an

amazingly effective tool. And, it's so easy to use. It is a red, long-handled, tapered paddle with a rough side and a smooth side. You use it dry: before you step into the shower, rub the rough side over the soles and heels.

If you have any questions on skin care, come by any Beauty Store

location (Fillmore Street and 3 others) and we'll point you in the right direction! All products mentioned in "Looking Good" are available in Beauty Store.

"Looking Good" appears monthly in *The New Fillmore*. Elana Laub is co-owner and vice president of Beauty Store.

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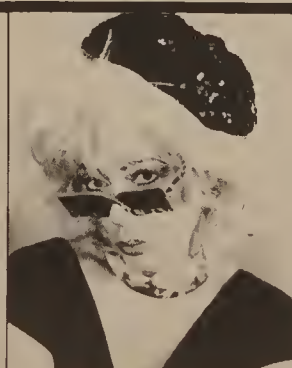
Starlet Confesses!!!

"Stage fright plagued every performance until I discovered Beauty Store."

SAN FRANCISCO — In an awkward moment of uncommon candor, film star Lucinda Lipps today revealed her secret vulnerability.

Lipps, Hollywood's toughest leading lady to ever pucker a pouting lip, exposed BEAUTY STORE as the unsung hero of her victorious battle with chronic stage fright.

It seems that years of pouting under hot lights and greasy



LUCINDA LIPPS,
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make-up had left Lipps dry, haggard and insecure.



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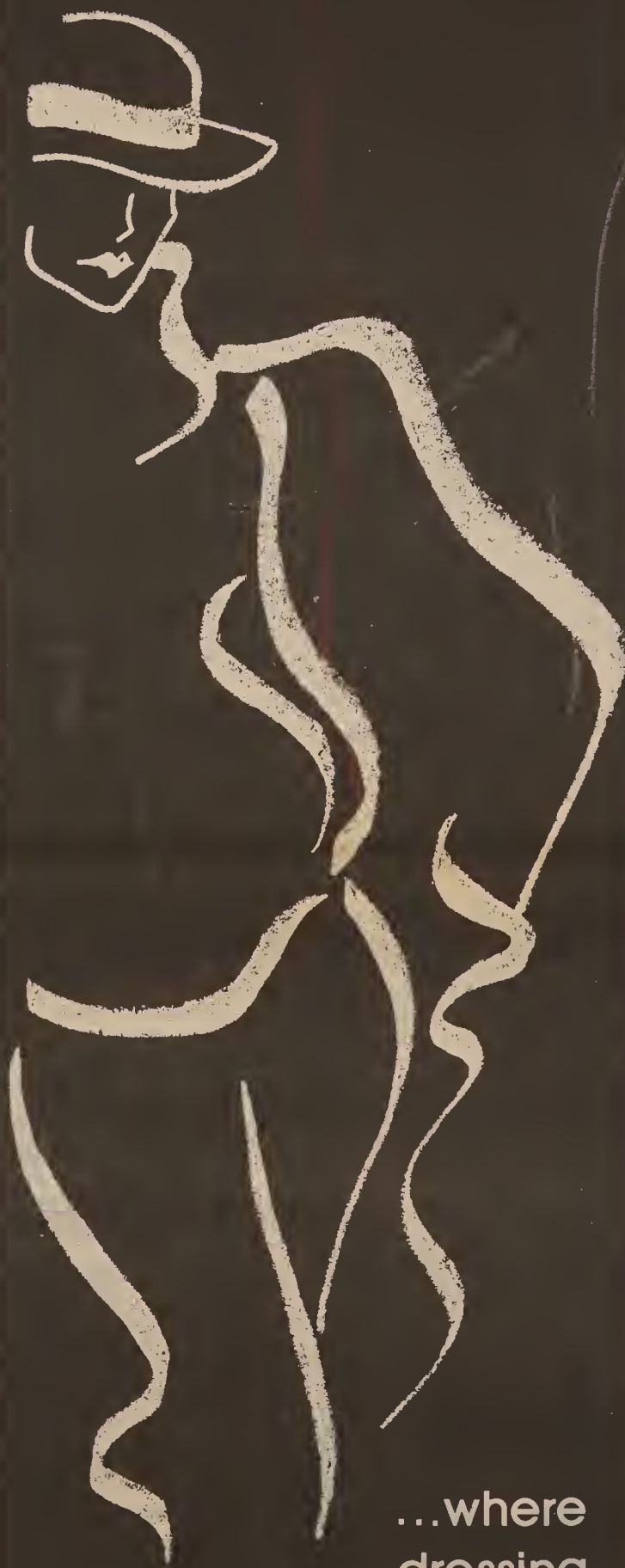
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The New Fillmore -- After a Fashion

by Kathi Wheeler

THE FALL DIMENSION: When summer whites start looking brash instead of brilliant, and San Francisco fog slaps you forcefully with those little cat's claws, take a break. Think Indian Summer or end-of-July into August with its citified warmth. And throw a few thoughts toward what you'll wear this fall. By the end of the month, almost every store in town begins to brandish its fall lines. Knowing the what and wear of it now, at the start of a new season, lets you assess the major--and minor--fashion changes taking place to determine the basics of the look you'll want.

CERTAIN CHANGES ACROSS THE BOARD:

Matte stockings are toned to shoes; two different skirt lengths (to the top of the knee or quite long...running just below the calf to about an inch or so above the ankle) are making their way across the runway; matched with flats for longer lengths; heels always seem paired with short skirts. Hoops are rolling in again, in unlimited numbers...gold and silver earrings have a sense of scale, the best range from quarter-coin to silver-dollar size. Got the blues? Pull the denims out again and add some career blues in oversized jackets, narrow bias-cut dresses with big shoulders, even classic coats. **FALL SIGNALS:** Summed up, the attitude is simple, rather than excessive or ornate. Clean graphic lines are found in polished and proper suits but the cut is anything but standard: wide lapels, wider belts, nipped waists and back-tucked jackets re-emphasize the figure underneath. You'll see a kind of subdued business flash. Natural fibers in flowing challis or extremely textured fabrics supply strength. Powerful long coats or the new shorter jackets prove to be the best investment you can make this season. From classic to avant-garde, fall's coats come in softer, more luxurious fabrics and colors. Wool jersey reappears as free-style knits take a major chunk of the market. As comfortable as they are for weekends, the real strength of knits is apparent in grey or navy jersey office dressing. Strong jewelry, wide textured belts can then be shown off best.

SEASONAL SIGNS ON FILLMORE: The variety of looks, of proportions and the feeling of seeing something "new" can all be found in the fashion shops up and down the Fillmore. The first signs of transitional fabrics can be found in-store starting the last week of this month in almost every one of them; at ZOE you'll already find printed challis skirts and linen jackets in gold and navy from Perry Ellis. Come August, fall shopping starts en force. What you'll find listed here is each store's seasonal philosophy and what you can expect to find where. Hopefully, this guide will provide information you can use next season, even now, for Fillmore's ready-to-wear.

Algebra, 2115 Fillmore. One of Fillmore's smaller, but more avant garde boutiques where you'll find this season's trends. For tight black stretch dressing, Creative Force always combines the slim silhouette of stretch pants or straight skirts with an extra kick. Right now you can find their suspender skirt and 60's rebirth top in stock. Expect more next month.

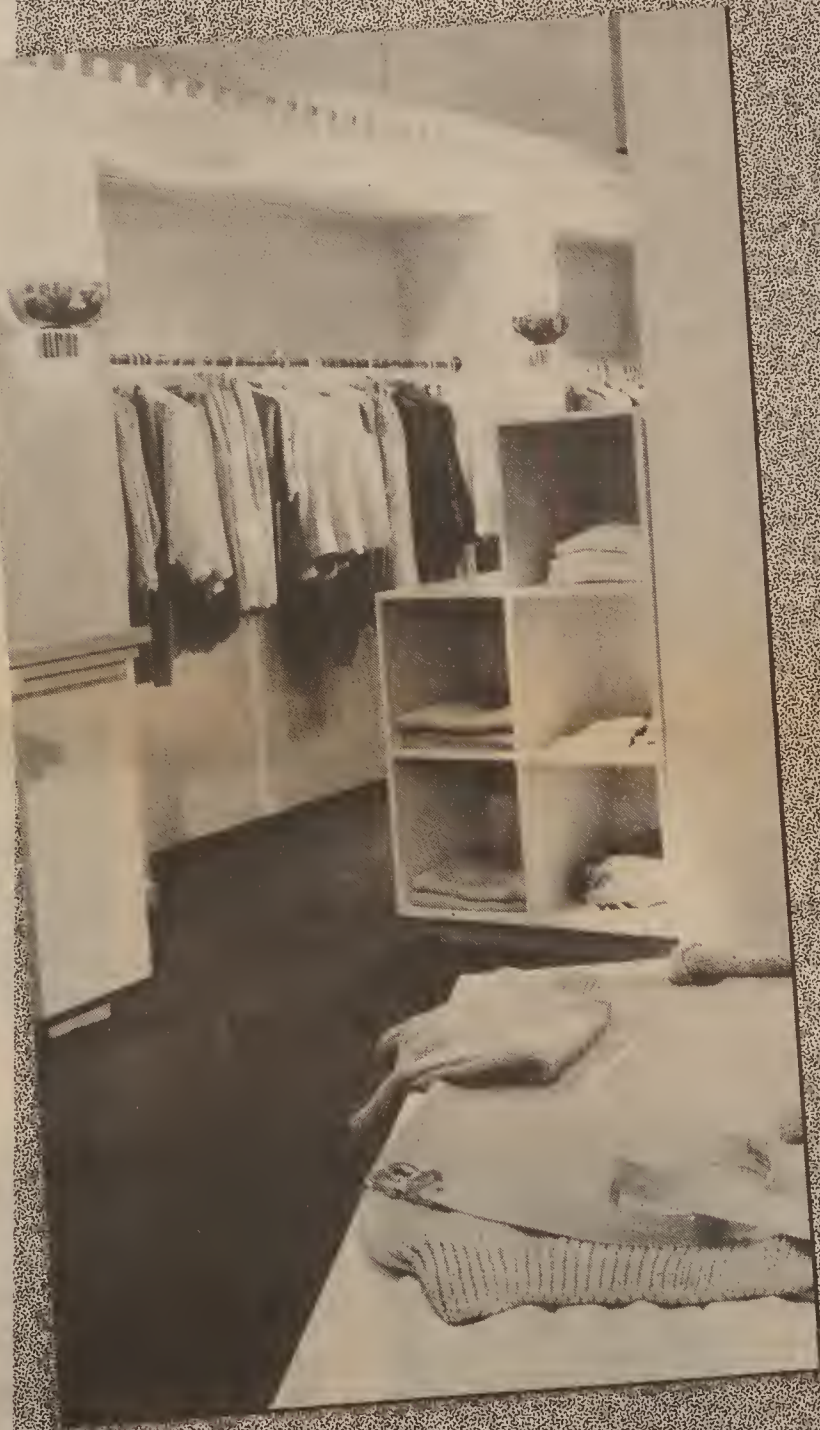
C. P. Shades, 2121 Fillmore. The quintessential tee-shirt comfort dressing gears company gears up for fall. Presently, white and mono-chromatic oversized pieces hold sway. Expect more patterns, more shoulder padding and some rayon fabrics for fall.

The Company Store, 1913 Fillmore. Specifically for sizes 14- 24, this Plus-

Continued on page 13

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An eager customer stares fascinated into the Grand Opening window of the stunningly done new store of Mio's on Fillmore between California and Pine.

Mio's opens its doors!

"Mio, Mio. My, what a store." Koza's fashion boutique expands to a second location and shop owner, Miyo Oto, exclaims, "tell everyone that finally, finally we have space!" And what a space... created by architects Neeley/Lofrano of San Francisco, the store is further expanded by floor to ceiling mirrors set off with a 'torn edge' finish, complemented by mauve and black lacquer walls. Shelves stock sweaters and varying-height rods display suits, blouses, jackets and dresses far better than Koza's packed-to-the-brim space would allow.

During the month of July, Koza will close for one to two weeks for its own renovations, reopening with a much more complete selection of Koza's own original designs plus an expanded eveningwear contingent. Look for party excitement involving Koza, Mio and the new Harry's Bar--they'll sponsor a block party this summer for neighbors and clients with music, food and fashion.

Art Deco Weekend includes Painted Lady

Bo Do Do De OH! The Art Deco Society of California will have its first annual Art Deco Weekend by the Bay, July 18-20, featuring Fillmore Shop owner, Diane Breivis of The Painted Lady, 1838 Divisadero. It's nothing less than a reliving and loving of the life and times of San Francisco in the 1920's and 1930's. Join the Society for the opening ceremony in Union Square. There's live entertainment, a tour of selected art galleries, and stops at some of San Francisco's best Art Deco nightspots on Friday evening, July 18.

"The Captain's Gala" is an elegant evening of dancing and music as it might have been on a luxury liner of the 1930's at San Francisco's Gift Center Pavillion on Saturday evening from 9 p.m. to 1 p.m.

"Symposium: Collecting Art Deco." Presented in collaboration with UC Berkeley Extension, the symposium will feature six prominent experts and authors on collecting and preserving the beauty of this era. Diane Breivis will lecture plus give a slide presentation on collecting and coddling authentic Deco period clothing, and the identification of quality fabric and design. Her shop, The Painted Lady, is lovingly stocked with exquisite clothing from the Edwardian period through the 20's and 30's. "Most of the clothes are from France and England, because it seems there's more of an interest in preserving and marketing them there," she explains. Most of her pieces are from weddings and parties of that era, mainly because those were the clothes most likely to be kept and cherished. Other experts will lecture on furnishings, jewelry and silver from the time.

"Art Deco Collector's Sale." For anyone seriously interested in learning, viewing or buying--this is the largest exhibition and sale in the state and the only all-Deco sale on the West Coast. Come Saturday, from 10 a.m. to 6 p.m.

at the Hall of Flowers, Golden Gate Park.

For more information on the Society or its events, call 552- DECO. Most regular monthly events are held at the Jewish Community Center.

--Kathi Wheeler

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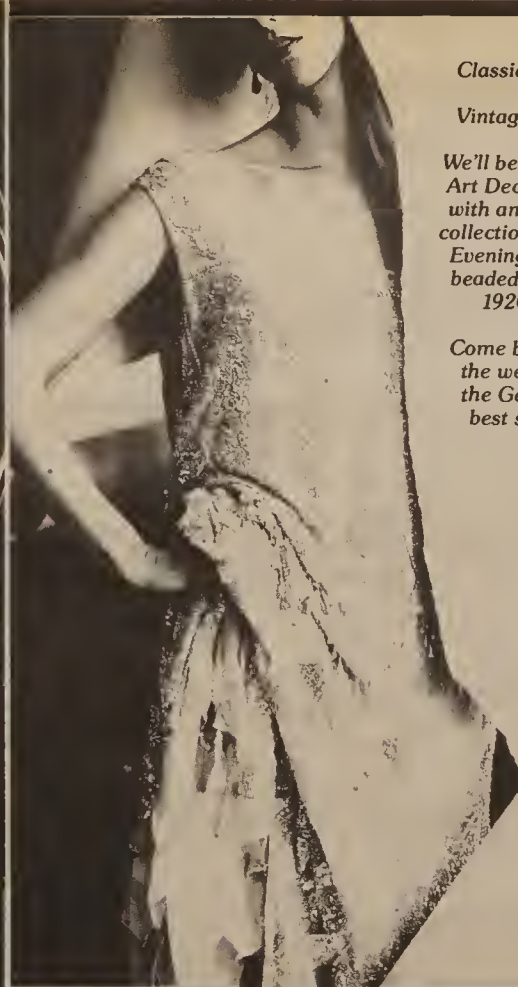
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Fillmore Fashion

(Continued from page 11)

Woman's shop has a philosophy that emphasizes relaxed, comfortable fashion dressing. About half the styles are company-designed and made on the premises; all emphasize natural wool, cotton, and for fall, lightweight or heavier silks. You'll find the longer lengths here this season to wear belted or straight. (P.S. This is their new location--just seven weeks old--a few doors north of the former shop between Bush and Pine.)

Doris Boutique, 1800 Fillmore. The latest opening on Fillmore's Sutter Street block, this sweater shop carries casual knits in natural fibers, acrylic and polyester plus shirts and some accessories. Brights-plus-black graphic sweater sets are ready for summer fog and can be saved for the coming season.

Invisions, 1907 Fillmore. Eyewear as fashion with flair...this European eyewear salon opened in May as one of the most architecturally stunning examples of Fillmore Street renovations.

Designed by architect Roger East, who has his own office in the neighborhood, the shop is owned by optician Illana Roberts and partner Linda Palmer. They provide a one-year guarantee on any pair of glasses purchased. Prices range from \$50 to \$250.

Jim-Elle, 2237 Fillmore. Look for top-of-the-line designers like Yohji, with his closer-to-the-body cuts; Romeo Gigli has clean, Japanese-influenced sportswear in understated, architectural form (from Italy). You'll find knits from France, cashmere and silks in great number, plus London's Culture Shock line. Think of Jim-Elle also for fall shoes; they're highly personalized and truly different.

Kozo, 2116 Fillmore. This store will be featuring all Kozo original designs plus elegant, fantastic eveningwear. These are mostly one-of-a-kind and highly individualistic.

Mio, 2835 Fillmore. Kozo's new store will carry all ready-to-wear. You'll find interesting woven treatments and textures in many of their newest suit lines. Jhane Bharnes, famous for their handwoven menswear collection, now has a women's line in the same beautiful fabrics. Mio will carry it.

Mansfield's, 2323 Fillmore. You'll see more of a sophisticated look here this fall, with less-traditional sweaters. Look for European knitwear in oversized or graphic print versions, heavy Scandinavian knits plus wool suitings.

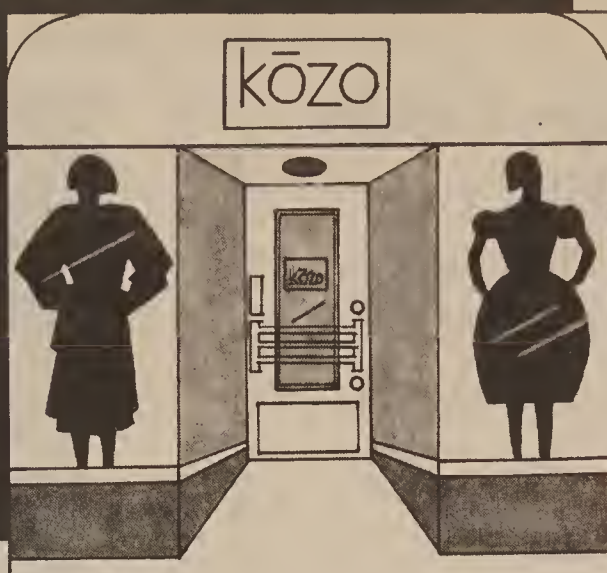
The Producer, 2133 Fillmore. Architectural sparseness in men's clothes that's high profile, high quality. Here even the displays are aesthetically pleasing in a true design sense, the clothes and fabrics are some of the finest in menswear.

Voila, 1840 Fillmore. Avant garde designs mixed with late-afternoon to evening dresses, all with a sense of style and fun. Sophisticated lines appear for fall.

Zoe, 2400 Fillmore. Lots of Perry Ellis in-store already: flat knit cashmere turtlenecks enriched with a cable design, challis and linen in autumn tones plus navy and white dots that can be worn now, mixed with everything straight through next season. Denims by BIS work year 'round plus there's more to come.

"In the works;" **Bolla, 1903 Fillmore.** Glass windows, paint and a well-dressed woman with toiling painters are the only items in-store at this time. But I hear they'll have clothes and shoes for men and women. As far as my Italian goes...Bolla is, who knows? Just watch, wait, see.

Kathi Wheeler is an editorial and fashion writer.



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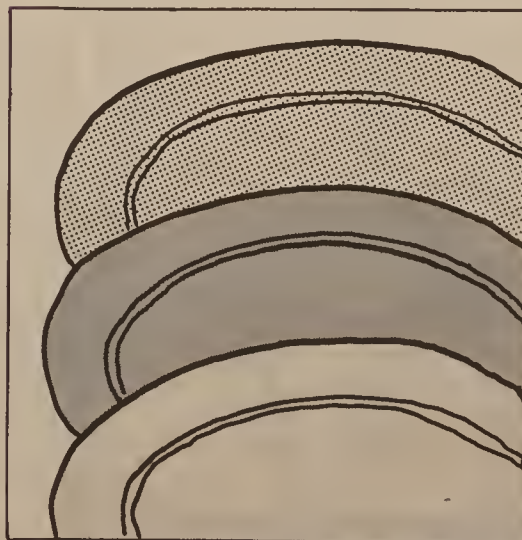
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Up and Down The Fillmore

by David Ish

YVONNE'S BACK AT THE BROWN BAG. Yvonne Ramirez, the mainstay clerk at Brown Bag until she took a fall from her window last March that doctors thought initially would kill her, is now putting in Thursday afternoons at the store again, a remarkable recovery which is still in progress. But it is great to see her back, and to know she's on the mend...**LATEST SCOOP** at least at Rory's is white chocolate chip, if you're ready for that experience. It's chips of white chocolate in dark chocolate ice cream, and looking into the container of it somehow evokes the experience of staring at a film negative. The taste is, would you believe, just a little chocolatey? **NAME'S THE SAME.** Two merchants on the street of late have shared the fate of being hassled about their name's intruding on someone else's turf. Browser Books open a gallery in their upstairs room to sell exotic (for me anyway) Kilims, which are handcrafted Turkish rugs, and cutely called the room the "Rugs to Riches Gallery," only to discover someone with the same doing business here in the city. They have had to switch to the more obscure "Anatolia West" gallery, at least sure that nobody else is going to be doing business under THAT name. Jack's new restaurant at the corner of Jackson and Fillmore, which he appropriately dubbed Jack's on Fillmore, drew a squawk from Jack's restaurant downtown that Jack was trying to cash in on Jack's cachet. That seems a little much. It's not like Jack is the most obscure name in the world. In fact there's already another long standing Jack's right here on Fillmore, so what's the beef? Well Jack of Jack's on Fillmore and Jackson shrugged it off and has even more appropriately named it Jackson Fillmore. **JOINT FAIR?** It's good to see the Fillmore and Pacific Heights Merchants talking about a joint fair at the end of October. Generally it has only been the Pacific Heights Merchants group that put on the fair, and it always seemed a little weird to me when all the balloons and crepe paper came to a precipitous stop at California Street. It took me years to realize that the reason for this was that there were two merchants associations and not one, and that the line of demarcation was California. There have been attempts at a joint fair before,

with as many as two or three balloons and a piece of crepe paper getting south of California Street. Maybe this time the effort will be a little more than well intentioned. There actually seemed to be considerable excitement over the notion at the joint merchants meeting held at the Pacific Heights Bar and Grill recently. One wonders, however, about the proposal set forth to jump whole hog into a Union Street type of event run by outside PR people and importing artists and craftsmen from elsewhere. This kind of event might draw a lot of attention to our neighborhood, but does it reflect the quality and character that this very lovely neighborhood really represents? And do we really want all that attention? With real estate syndicators asking \$4.00 a square foot for retail space while \$3.00 a square foot goes begging on Union Street, a big-time fair would certainly justify their demands for even higher rents from merchants. Our merchants, who have been largely responsible for the consistently improving quality of neighborhood in the last few years, have a reasonable desire to get more people to come into their stores. A big, city-wide advertised fair that would put Fillmore Street on the map and get people to come back after the fair would certainly do this. But it seems to me there are more honest and more reasonable ways to grow some more business than hyping the street with another cookie-cutter generic street fair where you are looking at the same set of feathers and beads you did not buy from the same guy at the last street fair you went to at Union Street or North Beach or who the hell remembers where. A niftier concept is the one set forth at the meeting by Miyo of Kozo's and Mio's -- that we could have a food oriented fair somewhat modeled after the International Food Fair in New York City, but that could be more solidly based on the genuine ethnic diversity of the restaurants that are right here on the street. Not just restaurants but all merchants who make their livelihood here on the street could do something quite lovely without bringing in outside people. This is particularly true of the fashion stores. I would not think putting Fillmore Street on the map the way Union Street was put on the map in the past would be a real wonderful thing to happen. That sort of success invariably has its price, both to the residential quality of the neighborhood and ultimately to the merchants who become the victims of their own transitory success when their lease-renewals come up. Let's see a fair that is fair to the neighborhood, and not juiced with a lot of outside, high-priced hype.

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WANA News

(Continued from page 2)

Devincenzi of the Laurel Heights Improvement Association criticized UCSF officials for not fully revealing the scope of the project to community residents and for not providing an adequate public review process.

The facility, planned to house the UC School of Pharmacy, is located in the old Fireman's Fund building at 3333 California Street.

Devincenzi and Verges asked the audience to protest ratification of the UCSF-Laurel Heights Environmental Impact Report (EIR) scheduled for discussion and possible certification by the Regents of the University of California at a July 17 meeting in Santa Cruz.

Stating the urgency to act quickly, Devincenzi and Verges said that once the Regents certified the facility, all hopes of further public input would be lost.

Although official public review ended on June 2, UCSF-Laurel Heights administration responded to community requests and hosted a public hearing at their new site on June 12. The meeting was heavily attended by hundreds of neighborhood residents, the majority of which were critical of the proposed facility.

Jere Goyan, Dean of the UC School of Pharmacy and a U.S Food and Drug Commissioner during the Carter administration, said neighborhood residents opposed to the project "certainly have concerns, I honor that....but look at the safety record of our present campus (UC Parnassus.) Experiments which will take place at the new facility are similar to those currently conducted at UCSF." Goyan said he felt some neighborhood residents were overreacting. "One of the things our society has to deal with is toxic chemicals, how we protect ourselves and how we deal with them appropriately."

The Laurel and Presidio neighborhood groups are currently forming a legal fund to pay expenses should they seek an injunction against the Lab. They are also endeavoring to get a meeting with Mayor Dianne Feinstein on the subject, although the Mayor has thus far supported the new lab.

"After all," Verges said. "She is one of our neighbors."

Ronald MacDonald Revisted

The Western Addition Neighborhood Association's influence over Mt. Zion's plans to raze two Victorians to put up a Ronald MacDonald house has proven stronger than suggested last month when WANA Secretary Chantale Wong said the developers, "would like our support, but they are going ahead with the project anyway."

Louis Giancola, Chief Operations Officer for Mt. Zion Hospital, addressed the June 25th WANA public meeting and expressed Mt. Zion's intention to work closely with WANA representatives in exploring alternative sites for the proposed Ronald Mc Donald House: a short-term housing and support facility designed for families with seriously ill children hospitalized at Mt. Zion and other San Francisco hospitals.

New WANA President

Calvin Lau, a local architect/designer and two-year veteran of The Western Addition Neighborhood Association's Board of Directors, presided over his first meeting as President at the June 25 WANA Community meeting at St. Dominic's. Calvin succeeds past presidents Patrick Knapp and M.J. Staymates in leading WANA's aggressive community watchdog involvement. He brings significant expertise to his new post having received a B.A. in Architecture from UC Berkley and an M.A in Architecture and Urban Design from UC

In an interview at the close of the meeting, he expressed WANA's commitment to "following local development projects such as Mt. Zion's Post Medical Center on Divisadero and the proposed Ronald McDonald House." Although there is no July public meeting scheduled, Lau continued "summer is a busy time for WANA, there is a lot happening in the neighborhood....the new movie theaters in Japan Town, and the condominium project planned by the Western Development Group on Sutter and Steiner."

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by
Dr. Richard
Kunin

Questions & Answers about your health.

If I want to avoid heart problems, as far as diet is concerned, doesn't it really come down to avoiding cholesterol and animal fats in my diet?

It's not just an issue of avoiding cholesterol and animal fats. It is an oversimplification to say that high cholesterol intake is the necessary villain in heart disease. There is good cholesterol and bad cholesterol, depending on how cooked, and consequently oxidized, it is. Oxidized cholesterol is a problem. So eating scrambled eggs that have been sitting under a warmer in a restaurant is not advisable, but drinking fresh milk, which contains unoxidized cholesterol, is another matter. And studies of concentration camp victims, all of whom were found to have arteriosclerosis despite a low fat diet, indicated that the build-up of plaque on their artery walls was due to a lack of vitamin C.

Lack of magnesium also has a clear-cut role in heart disease by causing spasm of the coronary arteries, which can bring about heart attacks even if the arteries are not blocked. Lack of sufficient vitamin B-6, which can be brought about by eating too many hydrazines - - preserved foods, like potato chips -- can also contribute to coronary disease.

Certain fatty acids only available through fish, nuts, whole grains and some vegetables like green lettuce and spinach are also important for a proper diet for a healthy heart. People who are on a fast food diet aren't taking these in. Magnesium, vitamin C and these fatty acids, along with fiber, all link up in the body to move cholesterol on out of the system safely.

If this seems complicated, just keep in mind once again, a few basic rules for good nutrition that not only guard against heart disease, but other problems as well:



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- 1) Eat a variety of foods.
- 2) Eat everything in moderation.
- 3) Eat foods as close as possible to their natural state.
- 4) Avoid toxics and preservatives in both food and beverages.
- 5) Take a multi-vitamin regularly.
- 6) Listen to your body. Symptoms tell us when it's time for a change.

Dr. Kunin is a Doctor of Nutritional Medicine who has his practice here in the neighborhood. He is the author of two popular books: "Meganutrition, and "Meganutrition for Women." He invites your questions.

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Exercising your options

by David Kirk

Do you possess any myths about exercise? Many people do, and false exercise tales are a detriment to achieving an optimal state of health in a quick amount of time.

Many exercise myths surround fitness areas that concern most of us, namely muscle growth and weight loss. If you have ever been involved in a discussion on

- a) The Merits of Nautilus vs. Freeweight Machines, or
 - b) Eating and Exercising, or
 - c) Achieving the Flat Stomach,
- then you have probably come into contact with some of the most common exercise diatribes.

Common Exercise Myth #1

"Nautilus machines are for 'tone', freeweights are for 'bulk'."

This is probably the most common misunderstanding in weight training today. Its origin came about when Nautilus machines first appeared, and a lot of new people became involved in weight training as a result. Those who were already training with freeweights regarded the new machines with suspicion, and pointed to the typical novice user and said, "See! He isn't as developed as we are."

The truth is that a muscle doesn't care if you are lifting a freeweight, a plate on a Nautilus machine, or a milk carton full of cement. Lifting weight is lifting weight. The difference lies in how the muscle perceives the weight that is being lifted. One of the inherent problems with machines is that the motion used to lift the weight is the same every time the machine is used. This lack of variety in the motion allows the muscle to quickly adapt to the stimulus and after awhile cease to respond with any additional growth. What you receive with machines is even, extended rotation of the muscle. It can be argued that balance is forfeited with machines because freeweights

force the weight lifter to create his own sense of balance. While this creates a problem for those who only use machines, it is not insurmountable. A variety of different strategies can be used on machines so that muscles constantly adapt to a different form of training. This, combined with freeweight training, assures constant improvement in muscle development.

Common Exercise Myth #2

"Weight loss is enhanced when exercise is done on an empty stomach."

The origin of this fallacy probably comes from the belief that if the stomach is empty during exercise, fat will be burned off more quickly.

The reality is: if you haven't eaten for a long period of time, your blood sugar content is probably low. Blood sugar is the fuel that our bodies run on, and a lack of blood sugar results in feelings of dizziness, nausea, and a general uncomfortableness. Since excess weight in the form of fat is burned off during long periods of sustained aerobic exercise, it is important that the body's blood sugar level is high enough to allow for this. Otherwise you are liable to pass out before you get the chance to burn off any fat. The best way to maintain an adequate blood sugar level is to eat a piece of fruit or drink some juice about an hour before exercise. This will supply you with the energy needed to get through your workout.

Common Exercise Myth #3

"A flat stomach can be achieved through abdominal exercises."

I usually notice this myth in force when a person spends three-fourths of his exercise program doing abdominal exercises. Usually I explain to these people that you can have the strongest abdominal muscles in the world but still have a gut out to here (extending my hands about 2 feet in front of my body).

Since a man typically deposits most of his excess weight on his abdominal area, and a woman on her thighs, it is natural that there is a tendency towards developing the underlying muscle in order to look better. The key thing to remember is that weight loss and muscle development are two completely different matters, and must be dealt with in different

ways. Weight loss is accomplished through sustained aerobic exercise, and muscle development is done with resistance exercises. Knowing this will do a lot towards making your workout program more productive.

These are just three of the more common myths about fitness. There are many more, and all of these myths only serve to make the process to optimal fitness more difficult. One of the keys to enhancing this process is proper instruction, and fortunately for us in the New Fillmore there are quality places to go for this. If you are at all in doubt as how to maximize your fitness program I would heartily suggest you search out this instruction and get yourself into the best shape of your life!

David Kirk is manager of the Pacific Heights Health Club on Pine Street.

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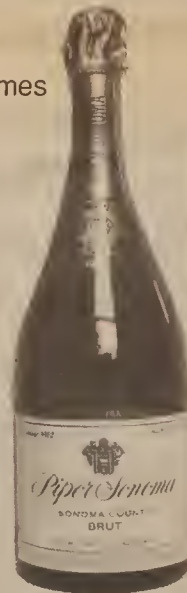
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